



Assessing the 24/5 library: does data matter?

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Access Services Conference 2014

Objectives

- ★ 24/5 evolution through the lens of assessment
- ★ Headcount and activity data 2008-14
- ★ Data interpretation and perspective
- ★ Recession
- ★ Students a driving force



Appalachian State context

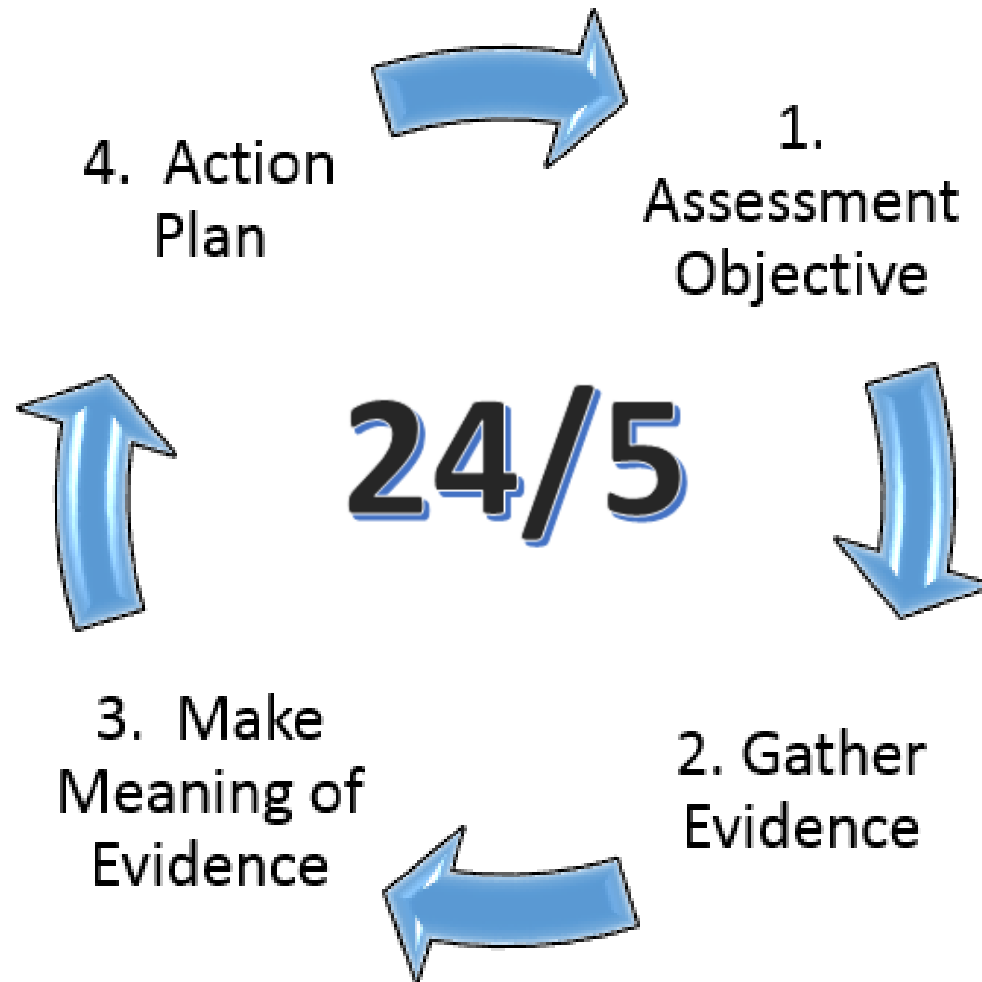
- ★ 18,000 students
- ★ Part of the UNC System
- ★ New library in 2005
- ★ Gate count > 1.2 million
- ★ 35 library faculty, 49 staff



Appalachian's 24/5 model

- ★ Fall and Spring semesters
- ★ Sunday - Thursday nights
- ★ Close Friday at 9pm. Saturday 10am-6pm
- ★ 3 private security guards patrol building from 11pm-7:30am
- ★ At 2am:
 - Exterior doors lock - Student ID card swipe access
 - Student IDs checked
 - Community members depart
- ★ Headcounts completed each hour during rounds
- ★ \$100K student funds provided to library

Our Assessment Cycle



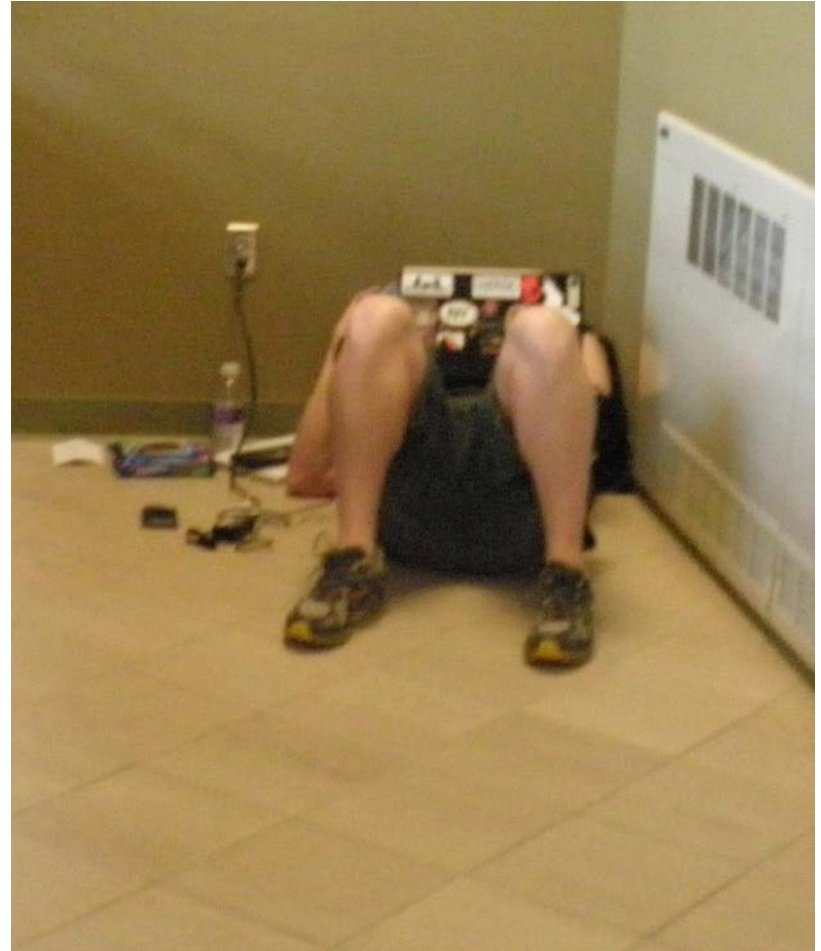
1. Assessment Objective



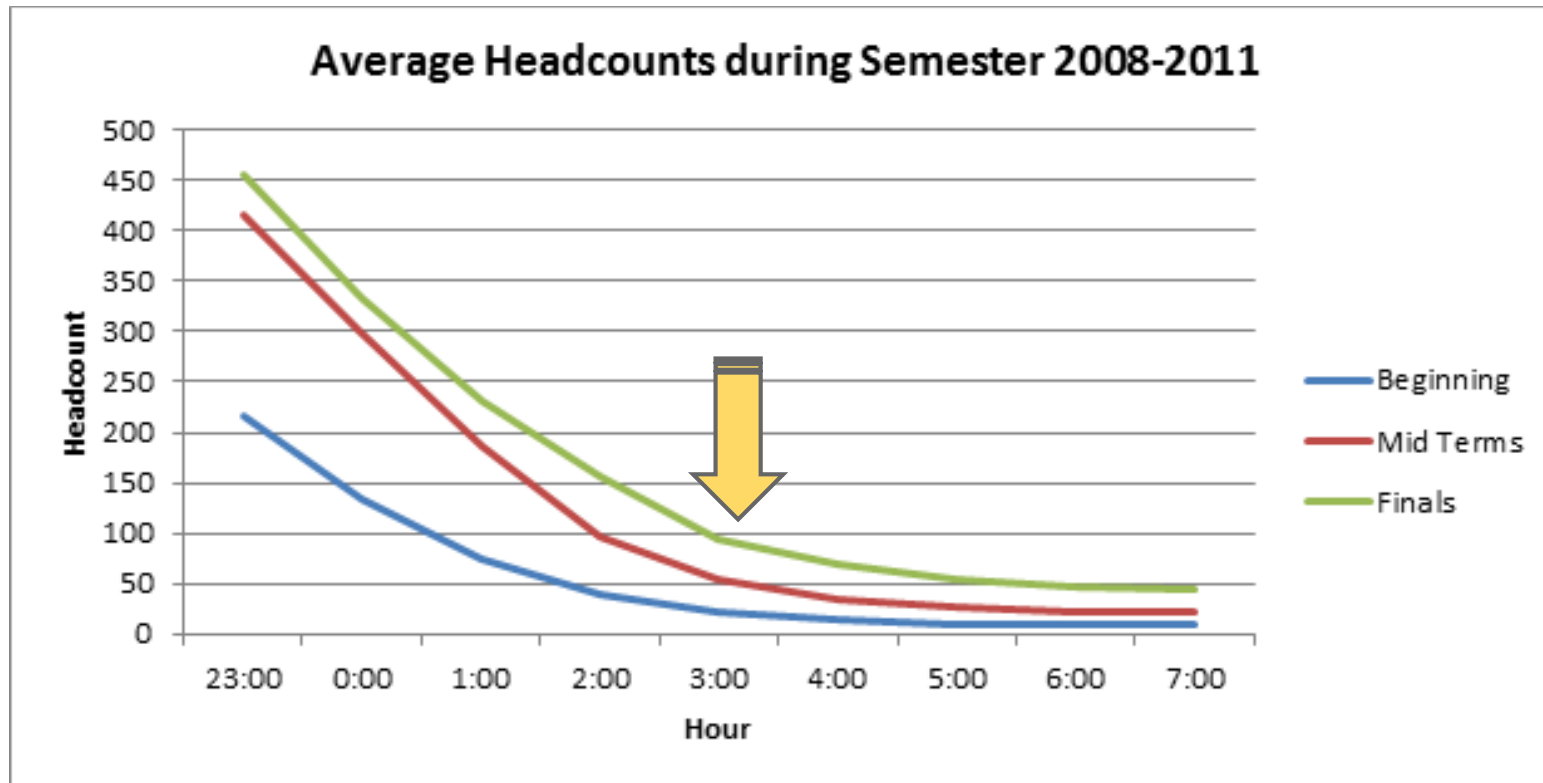
The library will gather data in order to determine the value of 24/5 operations.

2. Gather Evidence

- ★ Headcounts
- ★ Activities
- ★ Cost
- ★ Security incident reports



2. Evidence: Headcounts



2. Evidence: Headcounts

Data Table 2008-2011



	HOUR	23:00	0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00
Beginning		216	135	73	41	22	14	10	9	10
Mid Terms		414	298	186	98	55	36	27	23	22
Finals		456	333	230	157	95	70	54	47	44

2. Evidence: Headcounts

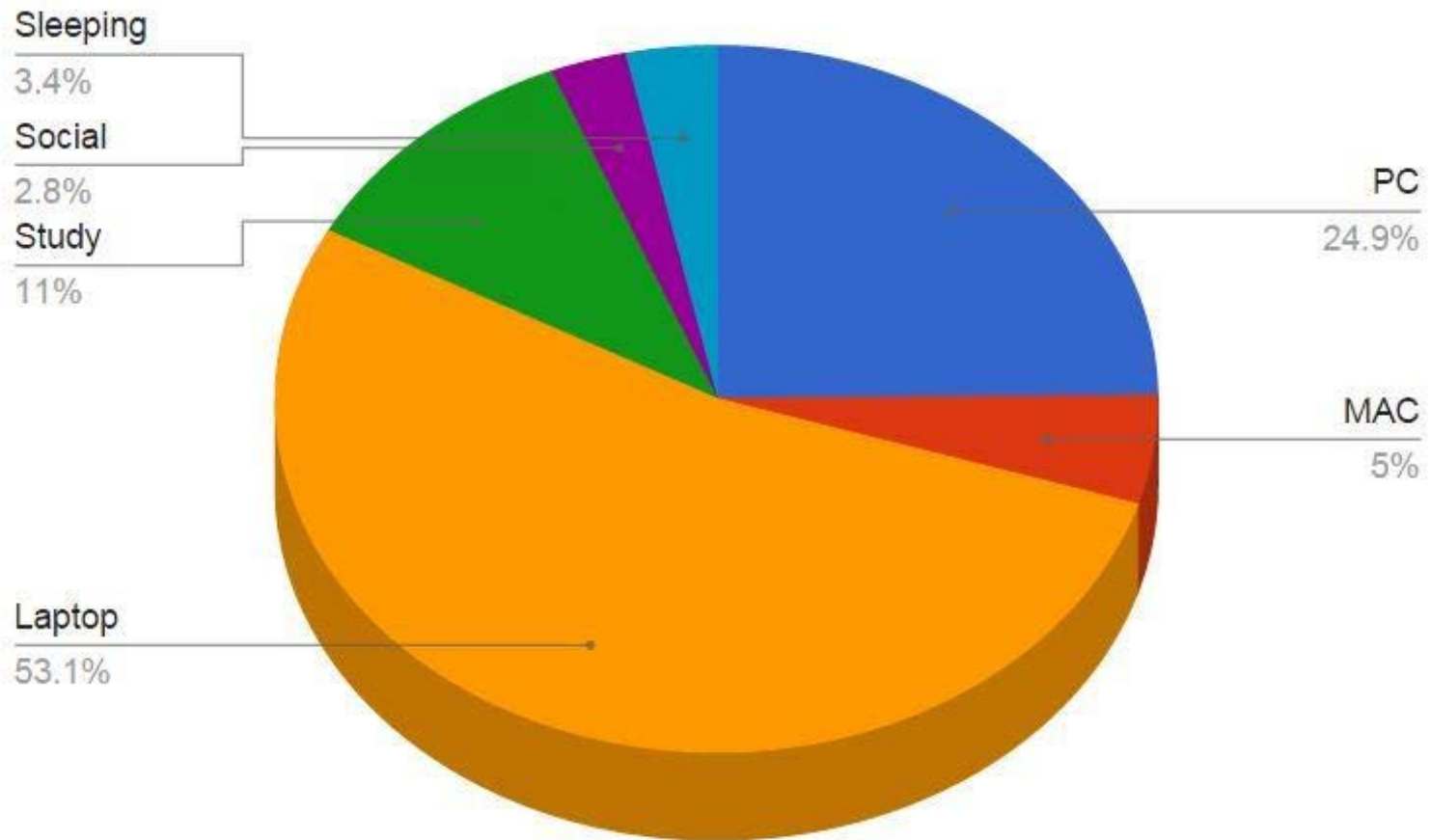
Final Exam averages after 24/5 cancelled



HOUR	0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00
Finals (Fall 2011) 2 weeks	567	391	241	143	97	82	71	55
Finals (Spring 2012) 3 weeks	516	324	199	125	92	64	49	43
Finals (Fall 2012) 3 weeks	401	208	126	77	49	39	32	63
Finals (Spring 2013) 3 weeks	440	272	154	92	59	50	51	47
Finals (Fall 2013) 2 weeks	437	296	194	124	90	70	63	62
Finals (Spring 2014) 2 weeks	490	340	202	134	81	67	64	66

2. Evidence: Activities

2011-14 Final exams 3-7am



2. Evidence: Cost

★ 2008-2013

(4 guards @ \$12.75 hr) x (8.5 hrs) x (160 days) = \$69,360

★ 2014+

(3 guards @ \$18 hr) x (8.5 hrs) X(160 days) = \$73,440

3. Make Meaning of Evidence

- ★ Evidence shows the majority of use occurs late in the semester.
- ★ Activity counts show mostly computer use and studying. Inappropriate activities minimal and kept in check by the security guards.
- ★ Labor costs are sustainable from the library's operating budget including the \$100K allocated by the University for hours funding.
- ★ Action Plan: Library commits to 24/5 model based on evidence and funding.
- ★ Students thrilled. University administrators supportive.

Then it hits....the recession changes everything

3. Make Meaning: Recession

- ★ The recession driven funding cuts hit the University of NC system schools mostly in 2010/2011.
- ★ Does data matter anymore?



3. Make meaning: U Administrators



Tuition and fees proposed for 2013-14 budget

👤 josh farmer · 🕒 November 29, 2012 · 📁 Campus

The Student Government Association heard a proposal Tuesday night for the 2013-14 budget, which would increase resident tuition the maximum-capped...

- ★ Effective use of monies
 - High cost per student ratio - too few students to justify the expense
 - “They didn’t believe that there were enough students using the library at 3 a.m., at 4 a.m., at 5 a.m.”
- ★ Appealing optics of reducing hours
- ★ Began to assume ownership of the decision

Is is worth it? No

3. Make meaning: Students

- ★ Thought they had been paying for it (\$100K) all along
- ★ Understood that \$100K gets lost in the morass of a 16% university budget cut and 30% cut to the library's non-personnel budget
- ★ Data showed adequate use, but students felt the data didn't represent their needs.
- ★ Big push in the SGA to keep the library open:
 - 88% of the students voted in favor of extending the hours and offered to pay extra tuition.
 - Planned protest and sit-in organized but ultimately cancelled.

Is it worth it? Yes



Opinion: Increase tuition and library hours

👤 Elizabeth McMichael

🕒 December 4, 2013 📌 Opinion

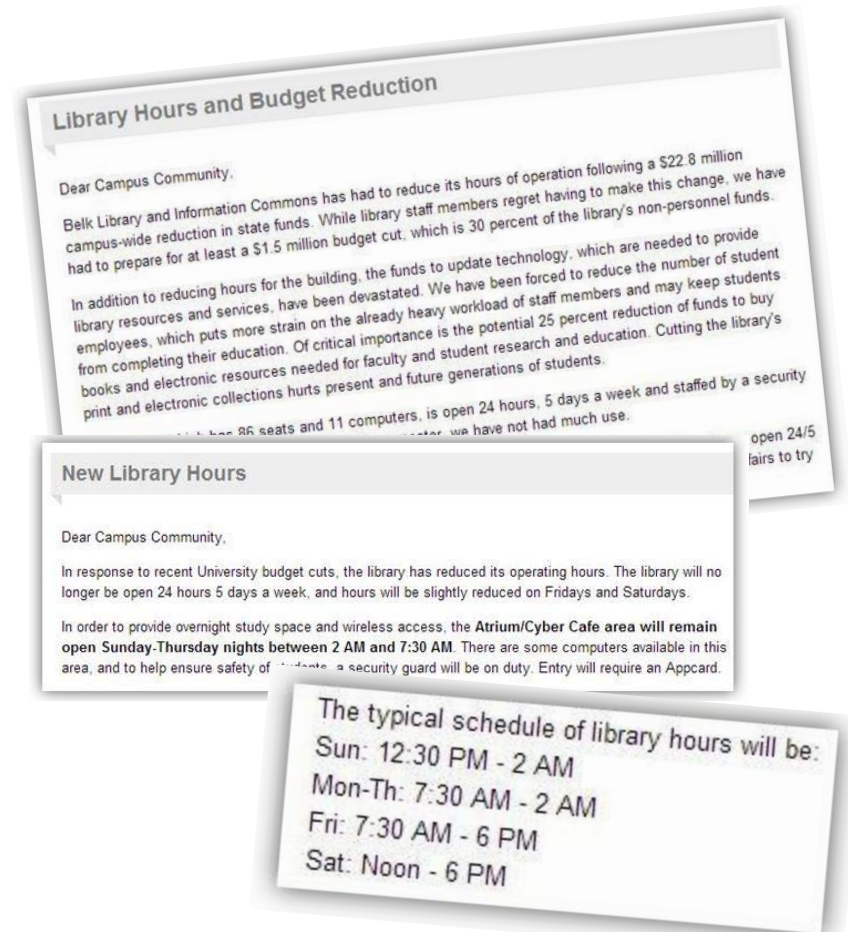
Voting took place prior to Thanksgiving Break for a referendum to change Belk Library hours of operation to a 24-hour, five-day-a-week schedule....

3. Make meaning: Library

- ★ Feet in both camps - budget and providing for student needs balanced
- ★ Supported SGA and U Admin through consultations, data, and research
- ★ Expressed willingness to return to 24/5 operations when the timing was right
- ★ Opinion in the library mixed on the value of 24/5 operations

Is it worth it?

Yes, but...





Following referendum, SGA will continue to work for 24/5 library

Stephanie Sansoucy · December 6, 2013

Campus, Top Stories

At the Student Government Association meeting Tuesday night, President Dylan Russell said he and his cabinet will continue to work for 24/5 access to...

- ★ Ownership of the decision taken over by University Administration
- ★ Their interpretation of the data prevailed
- ★ Library supported and accepted the decision
- ★ Students not happy but accepted the decision, did not let the issue drop

**24/5 cancelled
August 2011**

Intervening years: 2011-2013

- ★ 24/5 during the 2-3 weeks of final exams
- ★ Security guards still counted heads and activity
- ★ Student Government Association kept the issue alive



Students: persistence pays off



Library 24/5 returns

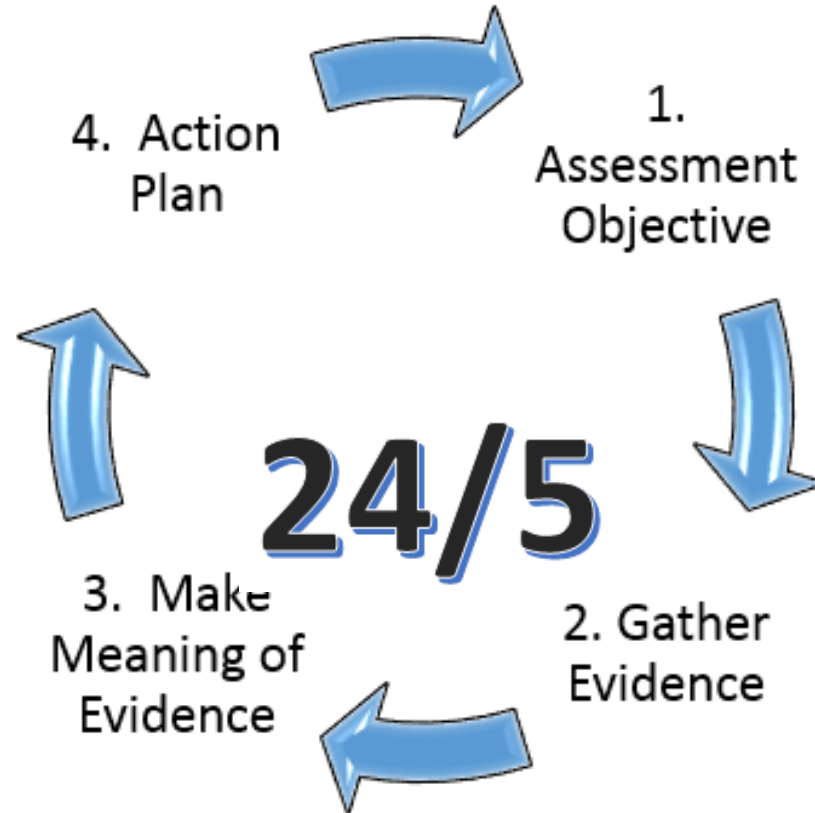
Nicole Caporaso February 27, 2014

Campus, News

Carol Belk Library will return to the 24-hour schedule Sundays through Thursdays starting March 16....

- ★ Student Government Association (SGA) worked the system and never let the hours issue drop
- ★ In 2013 recession pressures were easing up
- ★ The library expressed continued willingness to return 24/5 operations
- ★ SGA pressed the issue
- ★ University administrators changed their position and returned the decision to the library with support
- ★ 24/5 operations reinstated on March 16, 2014

Our Assessment Cycle

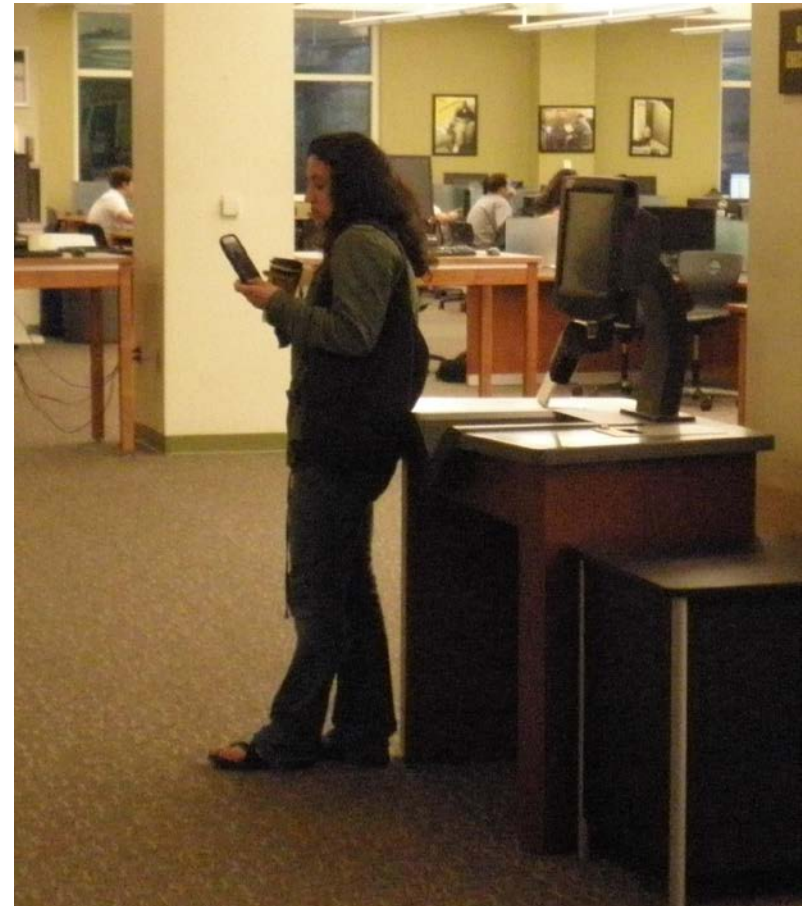


Hours Odyssey 2005-14

- ★ 2005 - New building, student began advocating for 24 hours
- ★ 2007 - 24/5 in the library atrium and coffee shop areas
- ★ 2008 - Midterm and final exams 24/5 for the building
- ★ 2009 - Expanded to full 24/5 operations in Fall and Spring semesters, University allocated \$100K for library hours
- ★ 2011 (August) - Recession driven funding cuts forced a cancellation of 24/5 hours except for 2-3 weeks around final exams
- ★ 2014 (March) - Full 24/5 operations returned

Lessons

- ★ Data matters, but perspective changes interpretation
- ★ Assessment and data gathering worthwhile
- ★ External events like a recession are uncontrollable
- ★ Cultivate a student relationship with your library - hours are an easy sell
- ★ Share what you learn through assessment



Thank You!

Please contact us with comments or questions.

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